

THE RIGHT SHADE OF GREEN:

A review of recent research on Green marketing, Green communications and Green advertising during 2009-2019

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Abstract

This literature review focuses to determine the findings of academic literature on the subject of green marketing, green communications and green advertising during 2009-2019. Since climate change is the defining issue of our time and companies are expected to embrace green marketing practices, it is crucial and valuable to understand the effects green marketing practices have on consumers.

A collection of approximately 100 articles on the subject was identified and the most reputable and relevant articles were used as a base for this literature review. The purpose of this literature review is to establish the recent development in the field of green marketing, green communications and green advertising. Key articles are compared to identify the key themes and theories that lie behind the academic research on the subject.

In order to collect accurate and current information on the subject, the scope of the study is limited to the previous ten years. This paper provides a systematic analysis and categorization of green marketing, green advertising and green communications by analyzing the effects they have on consumers and the factors determining their success.

The findings of this study establish that academic research has been focusing largely on the different effects green advertising appeals have on consumers and the different consumer behavior theories that lie behind the effects. In addition, the key authors establish some consumer characteristics that moderate consumers' green consumption and consumer response to green marketing. This literature review introduces the key factors affecting green consumption and green marketing responses.

Keywords green marketing, green advertising, green communications, sustainable marketing, eco-branding, advertising appeals, green consumer, green consumption, sustainable consumption

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1. Introduction

A recent report '*United in Science*', published in the United Nations Climate Summit in September 2019 warned the nations that climate change is accelerating its pace. In the report, the world's leading climate research societies state that to stop the pace of climate change governments, societies and consumers need to take radical actions immediately. Since numerous of these alarming reports have been published in the past years, interest in environmental issues has never been so high by the media, societies, consumers, and companies. Climate change is the defining issue of our time and the world is at a defining moment with it.

According to the United Nations, the current impacts of climate change range from shifting weather patterns that threaten food production, to rising sea levels that increase the risk of catastrophic flooding. Without drastic action today, the adaptation to these impacts will be more difficult and costly. These notions have led to intensifying environmental regulations by global unions like European Union and United Nations, but also to government level, domestic regulations, creating greater pressure on companies and consumers (Daddi et al., 2018). Companies are increasingly expected to embrace green marketing practices to emphasize environmental protection in their operations and to ensure a sustainable value chain (White & Simpson, 2013).

A larger phenomenon that is heavily interrelated to the growth of green marketing and its evolution in the last decades is digitalization. Digitalization has largely transformed consumer behaviour, and more specifically the way consumers respond to marketing efforts directed to them. Due to information being accessible for everyone with a click of a button, consumers are extremely educated on the product factors that marketers use to promote them (Zhou & Duan, 2015). In the green marketing context, this means that consumers are well educated on the environmental product factors and environmental factors in general, which marketers use to execute green marketing. Due to consumer societies moving online, peer-reviewing has gotten easier and more accessible (Zhou & Duan, 2015), yet again giving consumers more educated grounds to base a consumption decision on. To continue, Hagberg et al. (2016) remind that there has been tremendous growth in different smartphone apps providing information on ethical considerations and environmental impacts. One could argue, that these developments have weakened the significant power marketing has to consumption decisions. With

digitalization, product features and intel are more available for consumers, giving them leverage as consumers and enabling them to make responsible consumption choices (Egels-Zandén & Hansson, 2015).

Marketing plays a vital role in communicating a pro-environmental image while raising consciousness among consumers and organizations (Grillo et al., 2008; Iyer & Banerjee, 1993). Green marketing has become the driving force behind increasing public awareness of climate change and its impacts (Daddi et al., 2018). For companies, environmental problems are potential opportunities to exploit by incorporating environmental attributes and ethical qualities into their products and practices (Curtin, 2007). Therefore, I believe there is a general demand to explore green marketing and its functions, for companies to confidently apply green marketing into their strategies. I believe it will be one of the most valuable forms of marketing in the following years. By reading this literature review, I hope that companies can form implications for their green marketing strategies and understand the main features of green marketing, green advertising and green communications.

This literature review focuses on examining green marketing as a phenomenon. The most relevant literature on green marketing, green advertising and green communications during the last ten years (2009-2019) is used to analyse the recent development and academic research findings on green marketing. Climate change is a constantly evolving phenomenon and awareness of it grows constantly when green marketing evolves and consumers become more and more educated on the subject. Therefore, the scope of the study is limited to the previous ten years, in order to collect accurate and current information on the subject. This study provides a systematic analysis and categorization of green marketing, green communications and green advertising by analysing the effects they have on consumers and the factors determining their success.

The research questions this literature review aims to find answers to are:

- What are the recent developments in the domain of green marketing, green advertising and green communications that academic literature addresses? What kind of themes or topics arise from academic literature?
- What are the different advertising appeals that key authors recognize related to green marketing? How are the appeals categorized and consumers identified in this context?
- What effect do eco-labelling and eco-branding have?
- What characteristics does research recognize in consumers, which moderate consumers' green consumption and reaction towards green marketing efforts?

The study focuses on the findings academic research has been able to claim during the last ten years and on the themes that literature has been focusing on while demonstrating the different focuses and theories different authors have identified. This study aims to determine the commonly used practices in green marketing, green communications and green advertising and their effect on consumer behaviour. Green marketing, green advertising and green communication form the concrete functions that marketing departments are executing. Therefore, research on them provides important intel for companies, when choosing the green practices to implement in the strategy.

To conduct this literature review, relevant articles were identified using two electronic search methods: Google Scholar search program and Aalto University's Finna-search engine. Articles were filtered to have been published during the period of 2009-2019 and most commonly appearing keywords arising from the articles were "green marketing", "sustainable marketing" and "green advertising". Altogether, around 100 articles surrounding the subject were identified in academic journals published from 2009 to 2019. To continue, each article was first classified relevant based on the abstract description of the article. Finally, the remaining articles were content-analysed along 11 major dimensions: author profile, year of publication, title, objective of article, main argument of article, theoretical framework, topical area, methodology, main findings, and theoretical and managerial contributions, to determine if they examine green marketing from the perspective of marketing, advertising and communications.

The rest of the thesis is structured as follows. To begin, chapter 2 introduces green marketing as a phenomenon, establishing its definitions and general content, while also introducing

green marketing practices and literature in a historical timeline. Chapter 2 also lists the key literature used in this literature review and provides an overview of the key literature on the subject conducted in 2009-2019. Chapter 3 presents the practices used in green marketing, green advertising and green communications and the effects they have according to academic literature from 2009-2019. In chapter 4, this paper concludes the main findings, examines the possible limitations and future research areas. Finally, references are listed in chapter 5.

2 Green Marketing

To establish the definition of ‘green marketing’, Leonidou et al. (2011, see Pieters 1991) define green marketing as a consumption activity that satisfies human needs or wants with a minimal detrimental impact on the natural environment. Green marketing refers to all appeals that include ecological, environmentally friendly or nature-friendly messages that are targeted towards environmentally concerned stakeholders (Leonidou et al., 2011, see Zinkhan & Carlson, 1995).

These messages are categorized under three major categories (Banerjee et al., 1995):

1. Those that directly or indirectly address the relationship between the product/service and the environment
2. Those that promote an environmentally friendly lifestyle with/without highlighting a product/service
3. Those that present an image of corporate environmental responsibility

Some green advertisements contain educational content (for example, educating the consumer on the product’s environmental consequences) while others focus purely on the commercial nature (for example, encouraging consumers to buy the product or become a regular customer) or on the brand image (for example, enhancing the company’s green profile) (Banerjee et al., 1995; Menon et al., 1999). Large corporations use green marketing also to support domestic and international green marketing strategies, regardless of its content (Belz & Peattie, 2009). When investigating the characteristics of companies implementing green marketing in their strategy, Leonidou et al. (2011) found that green marketing was most applied to energy-related

(gas, oil, electricity) products and transportation equipment (automobiles, airplanes and trains) and that the top advertisers typically handle products that greatly depend on natural resources or whose consumption severely affects the environment.

2.1 Green marketing practices through time

In general, academic research often follows real-life phenomena by years, and green marketing is no exception in this. In contrast to the first academic publications on green marketing appearing in the 1970s, the first green advertisements appeared already in the late 1960s, when the first concerns about the anti-ecological practices companies conduct were raised by the science community, public opinion and consumer activism (Easterling et al., 1996). For the first time, the world of business started acknowledging that firms were following practices that were anti-ecological, unsustainable and harmful for the environment. In response to these concerns, firms started using marketing practices to promote a green approach to customers, regulators and other stakeholders (Kinnear & Taylor, 1973; Peattie, 1995). Not until the 1990s, green marketing practices started facing a negative light when false advertising claims and exaggeration of the green message started to appear and consumers became confused by the green terminology (Easterling et al., 1996; Polonsky et al., 1997). With the renewed public interest in the 2000s, marketing strategies containing sustainable marketing functions and angles started to form a new ‘sustainable’ era (Belz & Peattie, 2009; Yin & Ma, 2009).

As stated in the previous chapter, green marketing ran into the first problem, when consumers started to get sceptical towards the green advertisements. Since then, the issues have continued and consumers have become increasingly sceptical about the credibility, validity and usefulness of green marketing (Pfanner, 2008). The green marketing landscape is filled with questions on ethics and numerous contradictory or misleading messages, which heavily reflects to how consumers react to green marketing practices. Accordingly, concerns about greenwashing - a form of advertising where messages overstate the environmental benefits of products and services, are at the forefront of consumers’ minds (Sheenan & Atkinson, 2012). Studies focusing on greenwashing are indicating serious issues in the green advertising industry, when it comes to accurately portraying the environmental credentials of companies (Kangun et al., 1991; Carlson et al., 1993; Kärnä et al., 2001). Watchdog organisations, like

European Advertising Standards Alliance and the US Federal Trade Commission, constantly receive an increasing number of buyer complaints on misleading claims and consumer concerns about the way green advertising campaigns are being made or presented (Knight, 2008). Some of the critiques is explained by the growing number of companies promoting their environmental credentials, in a time when companies are expected to inform consumers of their environmentally friendly efforts.

An interesting addition to the green marketing discussion has been the concept of consumption reduction, which green marketing literature touches in some articles. First publications around consumption reduction and marketers' role in it appeared in 2009 when Ken and Sue Pattie released an article called '*Social marketing: A pathway to consumption reduction?*' in Journal of Business Research. As societies are discussing the role of overconsumption on an individual level, marketers are in a dangerous position, enabling consumption by encouraging consumption (Sharif, 2011). Pattie and Pattie (2009) opened an important discussion, on whether marketing could reverse its role as an encourager, considering the potential of the discipline of marketing to contribute to consumption reduction from a social perspective. This form of green marketing is especially interesting, since every entity embracing consumption is getting probed and ethically questioned, and marketing as a company function is one of the most visible enablers for consumption.

2.2 Academic research on green marketing

When examining the history of academic research on green marketing, Kotler and Levy were the first to introduce the concept of societal marketing management in 1969 in their article *“Broadening the concept of marketing”*. Their pioneering article stimulated larger research attention to environmental issues under a variety of themes which were later conducted by various authors. The following list contains the first research conducted on the themes relevant in that time:

- Societal Marketing (Lavidge, 1970; El-Ansary, 1974; Takas, 1974)
- Social responsibility and marketing (Kotler & Zaltman, 1971; Davis, 1973)
- Responsible consumption (Fisk, 1973)
- Ecologically concerned consumers (Kinnear et al., 1974)
- Ecological marketing strategy (Kassarjian, 1971)
- Ecological concerns on brand perceptions (Kinnear & Taylor, 1973)
- Environmental movement (Leathers, 1972)

As listed above, the research in the 1970s roughly focused on the concept of social responsibility of marketing in an age where the first knowledge on environmental crisis started to appear and only a few knew how to assess the ecological implications. The academic literature collected initiatives to combine societal marketing and social problems such as safe driving and family planning (Kotler & Zaltman, 1971) and started to form the picture of a responsible consumer and the characteristics occurring with these consumers (Fisk 1973, Kinnear et al., 1974). The key drivers affecting the academic literature were lobbies, public interest and the local pressure groups (Leonidou & Leonidou, 2011).

In 1980, the first environmental legislation and regulations were created, while a trend towards individualistic consumer patterns, lack of innovative solutions to environmental problems and consumer confusion towards the environmental claims started to affect the research field. The key driver during the 1980s driving the green marketing were regulations (Leonidou & Leonidou, 2011). Due to these factors, academic interest in the subject diminished in the 1980s. In 1990s evidence on the harmful human impact and increasing media coverage on environmental disasters caused a rise in academic research, tackling issues such as environmentalism, sustainable development and enviropreneuralism (Menon & Menon, 1997;

Sharma & Vredenburg, 1998) while consumers were in the middle of the academic discussion on green marketing (Leonidou & Leonidou, 2011).

Between the years 2000 to 2010 global market mechanisms were key drivers for the green marketing discussion, along with consumers, media and politicians (Leonidou & Leonidou, 2011). Increasing global warming fears, improved standards of living and spiralling fuel prices (Melillo et al., 2006) lead to broad academic research covering issues from environmental product development to performance effects of environmentally driven strategies (Leonidou & Leonidou, 2011). In the last decade, academic research has been exploring consumer's motivation, green marketing strategy implementation and the effects of green marketing practices on consumers. From these, green marketing practices and their effects are particularly interesting and something that haven't been previously examined this thoroughly. To conclude, academic research after the 1970s has focused a lot on the power of egoism, indicating that consumers are likely to purchase green products that serve self-interest (Bickart & Ruth, 2012).

2.3 Literature overview of green marketing, green communications and green advertising between 2009-2019

Green marketing has strengthened its position as a research topic that has been more and more probed between the years 2009-2019. Studies have been conducted to understand the nature, structure and content regarding green advertising, making it a field of environmental marketing of its own (Leonidou & Leonidou, 2011). The academic literature on green marketing, communications and advertising has been moderate, though the key publications have been published in quality journals in the marketing field, such as *Journal of Marketing Communications* and *Journal of Business Research*. In 2009-2019, the research has fallen into multiple categories, to name a few, strategy, consumer behaviour, advertising and consumer motivations. This paper focuses on green marketing, green advertising and green communications, and therefore the literature is collected on these subjects. An interesting observation is that the overall collection of academic research conducted on green marketing points a clear interest on the strategic implementation of green marketing, which indicates that the concrete implementation interests companies and perhaps lacks theoretical framework.

The methodology used to conduct this literature review was to first outline the timeframe of the publications. To collect accurate and reliable data on the evolution of green marketing, the publications chosen for this literature review have been published during the previous ten years. The main argument behind this decision is that climate change and its effects are becoming more visible every year and therefore the form of green marketing is constantly evolving when the general knowledge and education on the matter advances. In addition, consumers may respond differently depending on the previous experiences and knowledge on green marketing, and therefore it is important to receive the latest knowledge on the subject that has been affecting consumers for decades.

After setting the time scope, the publications focusing on green marketing were probed by analysing the main findings and the themes the authors were focusing on. Publications that were focusing on green marketing from some other perspective, such as strategy implementation or internal consumer motivations were ruled out. Important features that all the key publications (see Appendix 1) have in common are an accredited publisher, amount of references in other publications (over 60) and strictly focusing on the topic of green marketing, green advertising and/or green communications. By analysing the remaining articles between the years 2009 and 2019, one can see some clear themes which fall under green marketing practices and are presented in chapter 3.

In Appendix 1, I present the most relevant literature on green marketing, green advertising and green communications during 2009-2019. The articles listed in the table (see Appendix 1) form the base for the discussion around green marketing, green advertising and green communications and based on the large literature analysis, have been the most reputable and significant when covering this area of green marketing. The table (see Appendix 1) explains the nature, methodology and the approach of the most relevant academic literature on the subject in the chosen timeframe.

3 Green marketing practices and their effects

Marketing generally comprehends also advertising and communications functions; therefore, this literature review focuses on all of these forms of marketing. To continue, green marketing, green advertising and green communications form the concrete functions that marketing departments are executing. The academic literature addressing green marketing, green advertising and green communications accordingly focuses on the different practices executed by marketing departments. This chapter presents the most reputable green marketing practices that arise from the literature collection. Many of the green marketing practices are discussed by several authors and this chapter provides an analysis to recognize the different approaches authors have but also the similarities between different studies.

3.1 Green labelling

One of the most visible green marketing practices is to use green labelling on green products or services, and this form of green advertising is increasingly being utilized to help consumers recognize an environmentally friendly product (Young et al., 2009). In their article *'Investigation of green marketing tools' effect on consumers' purchase behavior'*, Rahbar and Wahid (2011) analytically research consumer response to green marketing tools. Their focus was to investigate customers' trust in eco-labels and eco-brands and see if they really present a significant impact on the actual purchase behaviour. A similar study was also conducted by Whitson et al. (2014), with a deeper focus on the influence of environmentally friendly labels over time and the correlation between the price and eco-label. These two papers represent the sharpest research conducted on eco-labelling and eco-branding between the years 2009 and 2019.

Rahbar and Wahid (2011) take an operative approach when explaining labelling in green marketing. Their paper explains that eco-labelling acts as an important tool to allocate asymmetric information between sellers and buyers (Sammer & Wüstenhagen, 2006). They also state that green labels work as a signal to accomplish two main functions for consumers, an information function and a value function. According to the studies conducted by Rahbar and Wahid (2011), eco-branding, in turn, aims to help consumers to differentiate

environmentally friendly products from regular products through a name, symbol or design that communicates this. Whitson et al. (2014) use a more communicative approach to green labelling, affirming that environmental labelling on products is an effective way of communicating the specific product benefits and characteristics. Their paper also reminds that the claim of product safety is an important message behind eco-labelling (D'Souza et al., 2006), which is not addressed in Rahbar and Wahid's paper (2011).

While Rahbar and Wahid (2011) focus on explaining the purpose of eco-labelling, Whitson et al. (2014) examine the connection between eco-labelling and the product price, finding that some industry examples demonstrate eco-labelling leading to higher market shares (Teisl et al., 2002), while consumers' willingness to pay for eco-labelled product varies by demographic factors, such as age (Moon et al., 2002). Rahbar and Wahid (2011) stay inconclusive on the effect of price premiums on eco-labelled products since past research efforts demonstrate conflicting results on consumers' willingness to pay a higher price for eco-labelled product. All in all, Rahbar and Wahid (2011) claim that consumer perceptions to eco-labelling and its connection with price are not monolithic and the subject requires a deeper examining.

In their research, Rahbar and Wahid (2011) establish that the relationship between trust in eco-label, eco-brand and purchase behaviour is significant. This means that trust in eco-label and eco-brand has a positive relationship with consumer's actual purchase behaviour. Rahbar and Wahid (2011) claim that based on consumers' trust in eco-label and eco-brand, consumers decide whether to purchase an environmentally friendly product or an alternative. In contrary, Whitson et al. (2014) are not equally convinced of the relationship between the awareness of eco-labelling and purchase intentions, stating that the correlation between eco-labelling and purchase intention has evidenced conflicting results in the academic research. They state that some past studies have indicated a positive correlation between eco-labelling and increased market share (Chase & Smith, 1992; D'Souza et al., 2006, 2007), while other empirical studies show that consumer awareness of eco-labels did not translate into an increase of green product purchases (Moisander, 2007; Bleda & Valente, 2008; First & Khatriwal, 2010), claiming that the difficulties to tie eco-labelling and positive purchase intentions may stem from the lack of effective communication on environmentally friendly features (Cherian & Jacob, 2012).

To conclude, Rahbar and Wahid (2011) and Whitson et al. (2014) form the following associations on green labelling:

- Eco-labelling and eco-branding work as a tool to allocate asymmetric information between consumers and sellers and to efficiently communicate product benefits, characteristics and the claim of product safety
- The authors are indecisive on the significance of the relationship between trust in eco-label or eco brand and positive purchase behaviour, similarly to past studies conducted on the subject earlier

3.2 Abstract and concrete appeal

Green advertising appeals have been heavily in the focus of the green marketing research (Green & Peloza, 2014, White et al., 2011, White & Simpson, 2013), since the execution of different green advertising appeals is vital to the success of sustainable consumption and therefore appeals have been in the core of green advertising research. When encouraging consumers to engage in sustainable behaviour, marketers tend to use the persuasive power of different advertising appeals (Yang et al. 2015). Though green advertising appeals have been largely investigated by many authors, the effects of abstract and concrete appeals on green consumption behaviour have been rarely probed, therefore making Yang et al. (2015) pioneers when conducting a research on abstract and concrete appeals. Yang et al. (2015) divide advertising appeals into abstract appeal and concrete appeal and research the matter further.

Focusing on the lexical side of green communications, Yang et al. (2015) explain abstract appeal as a commonly used appeal, containing unspecific or ambiguous wording and describing the product's features in a more vague and subjective manner. For example, keywords when communicating the abstractive appeal would be 'environmentally friendly', 'clean' and 'creates less pollution'. As a negative side, consumers may become suspicious of an abstract message, if it doesn't offer facts that a consumer can evaluate the product with (Yang et al. 2015). Though the sceptical attitude of consumers towards the abstractive appeal is mentioned in the paper, Yang et al. (2015) don't seek the connection between abstractive appeal and consumer scepticism further, which in order to fully understand how and when to apply

abstractive appeal should be analysed. An interesting angle for future research would be to explore the demographic features affecting consumer scepticism towards the abstractive appeal.

Another appeal according to Yang et al.'s (2015) definition of green advertising appeals is a concrete appeal, which contains rich information with tangible descriptions. Quickly defined in another paper by Leonidou et al. (2011), this appeal explains the characteristics of environmentally friendly products in a more detailed and objective way. An example of communicating the concrete appeal would be to determine the percentage of natural materials or plastics reduced in the product (Yang et al., 2015). Yang and her colleagues remind that research has strongly suggested that the concrete appeal is typically more influential than the abstract appeal when affecting consumers' responses to advertising. This stems from the credibility created through a concrete and detailed message and the notions that these advertisements are more memorable than abstract messages.

Due to such a narrow collection of publications on abstract and concrete advertising appeal between the years 2009 and 2019, congruent affirmations are not to be made. To conclude, Yang et al. (2015) made the following notions:

- The abstract appeal highlights the product features in a vague and subjective manner, using keywords, such as 'environmentally friendly' and 'clean'. The consumers may become sceptic towards this kind of appeal, which doesn't offer concrete facts to evaluate the product with, is addressed but not examined further
- The concrete appeal highlights the product features with rich information and tangible descriptions, using a more objective way to explain environmental factors and typically performing better than abstract appeal

3.3 Benefit association

As in consumption activities in general, a consumer considers the benefits of the purchase, and to whom those benefits concern. To follow, a consumer considers the advertised message at an individual or collective level of the self (Brewer & Gardner 1996; Turner & Tajfel, 1986). To

take it further, social identity theorists suggest that identity consists of two levels: personal identity and social identity (White & Simpson, 2013). Personal identity is related to a person's individual sense of self and social identity relates to the various identities that affect in the groups to which the person belongs. When it comes to green marketing practices, marketers need to activate one of these levels of self and match them with an appeal that highlights either individual-level goals or societal level benefits. The context and situation will activate either more individual level aspects of self or collective level of self-aspects (White & Simpson, 2013).

Some researchers suggest that providing self-benefits is more appropriate when encouraging green consumption behaviours. This is based on the notion that most environmentally friendly behaviours are based on egoistic thought processes (De Groot & Steg, 2008; Stern, 2000). Consumers are inclined to participate in pro-social actions when a form of personal benefit follows (Holmes et al., 2002). In concrete, this means that for example highlighting cost-saving features will encourage a consumer to participate in consumption that generates societal benefits. Consistent with this view, Luchs et al. (2010) also remind that in the process of green consumption, if the self-benefit is endangered, they may generate a sense of resistance toward the product. Therefore, especially if the green product has little to do with social wellbeing, it is relevant to underline the individual benefits.

In contrast to the previous, prior research also suggests that when purchasing environmentally friendly products, consumers would always focus on the collective-level benefits (Yang et al., 2015), such as protecting the global nature preserve and stopping global warming. Consumers may give up some of the personal benefits if the green purchase benefits the society collectively (Griskevicius et al., 2010). These findings indicate that environmentally friendly consumption is more likely to occur when such consumption is associated with societal benefit. Webb et al. (2008) accordingly find that socially responsible consumption is invariably socially oriented other than self-centred. White and Simpson (2013) suggest that when a collective self is activated, consumers exhibit highly positive sustainable behaviours in response to appeals that highlight either injunctive or descriptive norms. The reasoning behind this is that behaving consistently with injunctive norms matches the interpersonal goals such as belonging to a certain group or fulfilling societal obligations. Injunctive and descriptive norms will be examined further the following chapter.

To summarize, White and Simpson (2013), Luchs et al. (2010) and Yang et al. (2015) amongst other authors construct the following regarding self-benefit and societal benefit:

- Social identity theorists see identity consisting of two levels: personal and social identity. Regarding green marketing, marketers' goal is to activate one of these levels of self and highlight either individual-level goals or societal level benefits
- Authors are not consistent with their opinions on which benefits are in line with environmentally friendly purchasing since past research points to both self-benefit and societal benefit being linked to purchasing environmentally friendly products

Yang et al. (2015) further examine the efficacy of the two different appeal types in generating sustainable purchase intentions when the benefit association of the product is different. In contrary to other authors examining self-benefit and societal benefit, Yang et al. (2015) base matching appeals (abstract and concrete appeal) with the right benefit association (self and societal benefit) on a theoretical framework. Their arguments are supported by the perspective of construal level theory (CLT), which is a theoretical framework rarely occurring in the other publications addressing green marketing appeals and benefit association. Yang et al. (2015) explain, that according to construal level theory (CLT), the ways people react and feel towards is linked to the psychological distance between them and the object (Liberman & Trope, 2010; Van Boven et al., 2010; Stephan et al., 2010) and this theory refers to the subjective experience of being far or near from the object (Trope et al., 2007). When an object is considered to be psychologically distant, people tend to think in a more abstract mindset, when it comes to the features of the object. In contrast, when the object is psychologically close, consumers process the features in a more concrete way (Trope & Liberman, 2003).

The construal level theory anticipates that consumers will show more positive purchase behaviours reacting to abstract appeal when the attributes of the green product associate with the benefit of another. The reasoning behind this is that providing benefits to others refers to the welfare of others rather than individual interests, which may increase the psychological distance between a consumer and the object (Liberman & Trope, 2008). Using the abstract appeal is more effective when generating positive purchase behaviour, because when an object is psychologically distant, people think in an abstract way. In contrast, when the attributes of a green product associate with the self-benefit, consumers may regard the object closely related

to them due to the emphasis of the consumer's own interest, creating a short psychological distance. In this context, the concrete appeal would be more effective to generate purchases in a concrete mindset.

To conclude, Yang et al. (2015) construct the following associations on construal level theory, while gaining additional credibility towards their study by explaining their findings through a theoretical framework:

- The abstract appeal is more effective than concrete appeal in generating positive purchase behaviour when the attributes of the green product associate with the societal benefit
- The concrete appeal is more effective than abstract appeal in generating positive purchase behaviour when the attributes of the green product associate with the self-benefit

3.4 Level of self and normative appeals

While Yang et al. (2015) divide green advertising appeals strictly into concrete and abstract appeal and focus on comparing these two appeals, White and Simpson (2013) form a complex theoretical structure to combine their take on green advertising appeals and the framework for choosing the most effective appeal. According to White and Simpson (2013), green marketing appeals can be divided into benefit appeals and normative appeals (see Appendix 2). The benefit appeal explained by White and Simpson (2013) resembles the self-benefit association and societal benefit association addressed in the previous chapter and researched by Yang et al. (2015), White and Simpson (2013) and Luchs et al. (2010). This indicates that multiple authors have had a similar focus to form a structure that explains the relationship between an effective green marketing appeal and targeting the right sense of self.

In the framework provided by White and Simpson (2013) (see Appendix 2), the benefit appeal underlines the benefits of the action, which may concern an individual or they may have a collective form. Normative appeals, in turn, focus on highlighting the social norms regarding what others are doing (descriptive appeal) or what others think should be done (injunctive norms) (Cialdini et al., 1991; Cialdini et al., 1990). Rettie et al. 2012 (see Rettie et

al., 2011) accordingly state that when assessing whether certain behaviours are green, consumers rely on socially shared connotations. To explain the framework of green advertising appeals (see Appendix 2), White and Simpson (2013) examine the role of benefit appeals and normative appeals: in more specific, when and why they should be used to effectively encourage sustainable intentions and behaviours.

A large part of their study focuses on determining the perfect ‘function’ on how to choose the appropriate green advertising appeal. White and Simpson (2013) propose that the effectiveness of the different types of appeals (normative or benefit appeal) is moderated by the individual or collective level of the self that is activated (see Appendix 2). To remind, other authors examining the moderators of the effectiveness of appeals have proposed that the effectiveness of appeals would be moderated by a benefit association (Luchs et al., 2010; Yang et al., 2015) or construal level theory (Yang et al., 2015) and therefore White and Simpson (2013) propose a different approach on green advertising appeals.

To demonstrate the theory of White and Simpson (2013), it is predicted, that when the collective self is activated, both injunctive (i.e., highlighting what others think one should do) and descriptive appeals (i.e., highlighting what others are doing) should positively influence sustainable intentions and acts, compared to benefit appeals. When the collective self is activated, both injunctive and descriptive norms should positively influence sustainable behaviour. However, the self-benefit appeal is less effective when the collective self is primed, because benefit appeals are not congruent with the collective self (White & Simpson, 2013). White and Simpson (2013) further explain that when the individual self is activated, self-benefit appeal should evoke positive purchase behaviour, because when the individual level of self is activated people tend to focus on personal goals and standards (e.g., Gardner et al., 1999; White & Argo, 2011). Therefore, a communication that promotes self-benefits is congruent with the individual level goals.

To conclude the associations of White and Simpson (2013) and their take on green advertising appeals and choosing the most effective appeal:

- When the collective level of self is activated, both injunctive and descriptive norms (forming normative appeal) should positively influence purchase behaviour
- When the individual self is activated, self-benefit appeal evokes positive purchase behaviour, because when the individual level is primed people tend to focus on personal goals and standards

3.5 Identity salience

Though White and Simpson (2013) construct a unique framework to explain the moderators affecting green marketing appeals' effectiveness, this framework hasn't been referenced in other publications on the subject. Consumer identity and its roles, in turn, have been in the focus of research conducted by other researches. Marketers aim to activate a certain level of self and appeal to the goals and needs of that level of self (White & Simpson, 2013), but why does a person's 'level of self' need to be activated? Yang et al. (2015) focus on examining this question and search a theoretical framework for it. Similarly to White and Simpson (2013), Yang et al. (2015) claim that a person's identity can be activated and that activation will affect to purchase decisions, but they take a wider perspective on identity and don't limit consumer levels of self strictly to 'collective self' and 'individual self' like White and Simpson (2013). While examining the effect of different roles and thus different identities consumers have, Yang et al. (2015) claim that an identity that a person has is largely dependent on the activation of social situations to be specific, meaning that a certain situation may invoke a given identity, forming identity salience (Stryker, 2007).

Previous research shows that when a certain identity is made salient, consumers will judge things within the framework of that identity, behaving in a way that is congruent with the norms and values attached to that identity (Forehand et al., 2002). Yang et al. (2015) base the idea of identity salience on social identity theory, which indicates that the way people perceive themselves as an individual or a group member affects the goals and strategies used in their consumption (Oyserman, 2013). Social identity theory divides identity to personal and social

identity, personal identity referring to the concerns on a person's individual traits, goals and values. Social identity, in contrast, refers to the identities that concern a person's belongingness and affiliation to groups (Brewer, 1991). This classification of identities is almost identical to the classification White and Simpson (2013) used on identities, dividing them to individual and collective self.

To continue, Yang et al. (2015) remind that past researches by Abrams (1994), Hinkle and Brown (1990) and Hogg (1992) show that the salience of collective or individual self depends on the capacity to modify consumers' attitudes toward socially oriented behaviours. For example, when people are influenced by the social norms, they tend to focus on the societal self and make more ethical selections (Szmigin et al., 2009) and engage more in pro-environmental behaviours (Goldsmith & Goldsmith, 2011). White and Simpson (2013) similarly state that when the collective self is activated, people are influenced by social norms and therefore also the normative appeal. The addition that Yang et al. (2015) bring to the discussion, is the association that influencing consumers via social norms would automatically lead to consumers making more ethical selections and engaging in pro-environmental behaviour. Their paper adds that additional sides of identity can be made salient, for example, when an identity with the focus on ethical values is made salient, consumers are more positive towards purchasing environmentally friendly products (Michaelidou & Hassan, 2008).

Yang and her colleagues claim, that when the social identity is activated, consumers may respond better to purchasing green products that highlight the societal benefit, thus making green advertisements of abstract appeal more favourable. Yang et al. (2015) continue that a message highlighting self-benefits is often congruent with personal goals, causing a consumer to also have a preference for environmentally friendly products that offer individual welfare. As discussed earlier, when the individual self is made salient and when the attributes of the product associate with the self-benefit, a concrete appeal is more effective in creating purchase intentions toward an environmentally friendly product. This view of societal benefit connecting positively to abstract appeal and self-benefit connecting positively to concrete appeal in order to create positive purchase intentions is consistent with the studies conducted and discussed earlier by Luchs et al. (2010) and White and Simpson (2013), therefore heavily indicating that associations on consumer identity, consumer's role, marketing appeals and benefit association are indeed strongly connected to each other.

To summarize, in situations that activate the personal identity, consumers will have more positive purchase intentions with the concrete appeal, when the communication highlights personal benefits. Under these conditions, the abstract appeal seems to be less influential and therefore Yang et al. (2015) make the following associations:

- The abstract appeal is more effective than concrete appeal to create purchase intentions in settings where the social identity is salient, and when the product attributes associate with the societal benefit versus self-benefit
- The concrete appeal is more effective than abstract appeal to create purchase intentions in settings where personal identity is salient, and when the product attributes associate with the benefit of self, versus societal benefit

3.6 The role of assertive appeal

Continuing from the role of normative appeals (White & Simpson, 2013), which can be seen as ‘giving directives’ or ‘regulating’, the topic has been additionally touched by Kronrod et al. (2012) in their article *“Go green! Should environmental messages be so assertive?”*. They examined the role of assertive appeal across various environmental contexts, explaining assertive environmental messages in the media. Different from the previous authors mentioned, such as Yang et al. (2015), White and Simpson (2013) and Luchs et al. (2010) and Leonidou et al. (2011) whose focus was mainly to examine the benefit association of the purchase or the perception of the consumer’s identity affecting the appeal choice, Kronrod et al. (2012) started to investigate the consumers’ distance to climate change and consumer values, therefore focusing on consumer motivations.

Kronrod and his colleagues (2012) used both lab and field evidence to investigate the relationship between perceived issue importance and the persuasiveness of assertive messages. Their main finding was that when an issue is viewed important by the message receiver, they are more affected by an assertive phrasing than non-assertive phrasing. This lines up well with White and Simpson’s (2013) notion that normative appeal performs positive results when a consumer is concerned about the shared impacts of consumption, such as environmental consequences.

Kronrod et al. (2012) base their associations on a psycholinguistic research, which claims that compliance with more assertive language occurs when the message is in line with the recipient's perceived importance of the issue. This means that when the issue is not viewed important, hearing assertive request does not cause positive purchase behaviour. In concrete, their research suggests that for consumers who are less educated on environmental issues, either less assertive phrasing should be used or the importance of the issue should first be elevated before using assertive phrasing. Their study takes a different stand on appeals, claiming that consumers' ability to digest an assertive message depends on their previous knowledge on environmental issues or the perceived importance of the issue.

To conclude, here are the associations Kronrod et al. (2012) make on consumers' motivations affecting the effectiveness of an assertive appeal:

- When an issue is viewed important by the message receiver, a consumer is more affected by an assertive phrasing than non-assertive message
- Based on psycholinguistic research, when the issue is not viewed important by the recipient, hearing assertive request does not cause positive purchase behaviour

3.7 Public awareness

Continuing on consumer motivations, Yang and his colleagues (2015) pay a high value on a factor called public awareness, which they address in their article. They define public self-awareness as the likelihood of becoming aware of the publicly observable aspects of self (Orive & Ruben, 1984; White & Peloza, 2009) and remind that literature shows that expectations of how others will assess their decisions influence the consumption choices they make (Ariely & Levav, 2000). In the context of green consumption, when consumers are aware of their public image to others, they have been shown to change their choices of luxurious products to environmentally friendly products (Griskevicius et al., 2010), and when held publicly accountable consumers tend to show more purchase intentions towards environmentally friendly products (Green & Peloza, 2014).

According to Yang et al. (2011), the current research suggests that public self-awareness can moderate the effectiveness of advertising appeals on green consumption behaviour. Yang and his colleagues suggest that a high level of public self-awareness does not always stimulate green consumption behaviour but depends on the types of advertising appeal and the benefit association of green products. According to their findings, a consumer with a high level of public self-awareness may react more positively to abstract appeal than to concrete appeal, if the features focus on the benefit to others. An explanation behind this is that those who have a high level of public self-awareness focus on how their behaviours will be evaluated by others (Ariely & Levav, 2000) and this external concentration causes consumers to change their minds to make a positive impression on others or present a positive image of themselves to others (Leary & Kowalski, 1990; Schlenker, 1980).

In situations where the features of a green product focus on the self-benefit, consumers with a high level of public self-awareness show a non-significant trend toward purchase intentions in response to both abstract and concrete appeal because consumers who are high in public self-awareness tend to focus more on elements relevant to others (Yang et al., 2015). It is important to notice that this statement is inconsistent with the previous views presented by authors, such as White and Simpson (2010) and Lusch et al. (2010), who believe that if public awareness is taken out of the equation, self-benefit association links positively to concrete appeal (addressed earlier in this paper). To continue, if consumers hold the notion that their incentive for green consumption is driven by the self-benefit, they will not expect to receive as much social approval (Green & Peloza, 2014). In this case, public self-awareness will cause difficulties for consumers to process information and reduce consumers' processing fluency which leads to them subjectively disliking the messages conveyed by the targets (Labroo & Lee, 2006).

To conclude, the following associations were made on public awareness by Yang et al. (2015) and Green and Peloza (2014):

- The abstract appeal is more effective than concrete appeal in generating purchase intentions among consumers who have a high level of public self-awareness if the attributes of green products associate with the societal benefit
- Abstract appeal and concrete appeal generate non-significantly different purchase intentions among consumers who have a high level of public self-awareness if the products associate with the self-benefit

3.8 Summary of the key authors and their findings on green marketing, green advertising and green communications

The key authors examining green marketing, green advertising and green communications are presented in the following table (see Appendix 3). In addition, the table (see Appendix 3) presents the most important findings key authors have established on green marketing practices discussed in chapter 3.

4 Discussion and conclusion

The purpose of this literature review is to highlight the findings of academic literature on green marketing, green communications and green advertising during the last decade of 2009-2019. This study collects the most relevant literature on the subject and analyses the different approaches authors take and the different theories they base their associations on. The research objectives are to determine the recent development of green marketing research and the different green advertising appeals, to examine the effect of green labelling and to determine the general consumer characteristics which moderate green consumption and the responses to green marketing. A collection of around 100 articles on the subject was identified and the most reputable and relevant ones were used as a base for this literature review. This literature review establishes that research conducted between 2009-2019 on green marketing, green advertising and green communications has been largely focusing on the different effects green advertising appeals have on consumers and the different consumer behaviour theories that lie behind them. In addition, authors were also able to point some clear consumer characteristics that moderate consumers' green consumption and consumer response to green marketing. When analysing the different themes that arise from the literature collection, one can recognize that several authors have investigated similar themes, emphasizing slightly different factors. For example, while White and Simpson (2013) focus on matching the correct level of the self with the most efficient green advertising appeal, Yang et al. (2015) examine how social situations may invoke a given identity which in this context can be understood as a level of self.

What has green marketing research achieved during the last ten years? First of all, studies have established that green marketing has a vital role when communicating a pro-environmental image and rising consciousness of climate change and its effects (Daddi et al., 2018; White & Simpson, 2013), therefore contributing to society on a larger scale. Through digitalization, consumers are now generally educated on environmental factors and therefore require marketing efforts that match their level of knowledge (Zhou & Duan, 2015; Egels-Zandén & Hansson, 2015). In addition to consumer's increased environmental knowledge, studies indicate that a defining factor in consumer's response to green marketing practices is the perceived benefit responder, whether it is the consumer itself or the society (White & Simpson, 2013; Luchs et al., 2010; Yang et al., 2015). Environmentally friendly products are seen to have a strong benefit association (White & Simpson, 2013; Luchs et al., 2010; Yang et al., 2015), which should be taken into consideration when choosing green marketing practices, green communication appeals and green advertising strategies. Studies also show that marketers can activate a certain level of self and target different green advertising appeals efficiently towards the chosen level of self (White & Simpson, 2013; Yang et al., 2015), which is an important notion for marketers to identify which level of self the product concerns.

Studies conducted in 2009-2019 also indicate that eco-labelling and eco-branding have an important function to allocate asymmetric information between consumers and sellers but as previous researches, recent studies remain indecisive of the relationship between trust in eco-label or eco-brand and positive purchase behaviour (Rahbar & Wahid, 2011; Whitson et al., 2014). When examining green communication and green advertising, numerous authors such as Yang et al. (2015) and Luchs et al. (2010) have been focusing on different green appeals used in marketing. The distinctions between appeals are unclear, therefore authors have recognized multiple different categorizations for appeals. Important findings addressing appeals are that green advertising appeals have a relationship with public self-awareness (Yang et al., 2015; Green & Peloza, 2014), a psychological distance to climate change affects consumer's response to the appeal (Kronrod et al., 2012) and the perceived benefit association affects to the effective use of appeals (White & Simpson, 2013). Authors have also started to examine consumer motivations and characteristics, and so far, some conjunctive factors have been found, for example, a notion that when an issue (such as climate change) is viewed important, consumers respond well to assertive appeals (Kronrod et al., 2012). In addition, Kronrod et al. (2012) have established that public awareness of environmentally friendly products effects on consumers' willingness to make environmentally friendly purchases.

Green marketing and its research have taken huge leaps from the 1970s, when authors first started to investigate this form of marketing that emphasized the environmentally friendly features and effects of products. In the early days, the literature focused on defining the social responsibility of marketing and the ecological implications in an age when the first environmental crises occurred. Along with the evolution of green marketing literature, the focus of authors has slowly shifted towards setting the customer in the middle and examining their motivations, actions and characteristics. Due to rapidly generalizing green marketing campaigns, environmentally educated consumers have the knowledge to critically observe green marketing and its claims, which has caused the rise of opposite phenomena, for example, “greenwashing”, which critically evaluates the claims and motives behind green marketing campaigns. Consumer awareness around green marketing has grown massively during the last decades and as a result, research conducted in 2009-2019 on green marketing has focused on evaluating the different approaches marketers can use to credibly encourage green consumption.

4.1 Limitations and propositions for future research

While conducting this research, certain limitations were identified and they may provide helpful insight to be considered in generating future research. To start, green marketing, green advertising and green communications have been only moderately examined during 2009-2019, forming a pool of around ten key publications around the subject, published in accredited journals. This data collection is not broad enough to create conclusive and throughout associations on the subject due to the low number of publications. In order to fully understand and evaluate the concept of green marketing in the last decade, a larger number of publications would be needed. In addition, some of the studies are conducted in a culturally isolated environment, as an example, Rahbar and Wahid (2011) examined the green marketing tools in Penang, Malaysia, while stating that perceptions on climate crisis are largely tied to culture. Environmental involvement and knowledge on climate crisis are largely tied to the progressive development of the society, for example, knowledge in Finland versus in Mexico about the environmental crisis and its effects, is in a completely another level and effects the way green

marketing is conducted and perceived. This phenomenon limits the generalization of the findings established in this literature review.

Climate crisis develops new forms and matters within time, and therefore the content of green marketing is constantly evolving, making studying green marketing harder. The content green marketing is creating in 2019 is completely different than the content in the early years of green marketing. This sets some of the studies referred in this paper in controversy since many of the papers published in 2009-2019 still largely refer to theories and studies made decades ago. Green marketing is an example of a marketing phenomenon tied to time and society's development and therefore keeping the academic studies relevant to time is challenging.

For future research, there is currently a lack of research in customer characteristics around green marketing on a demographic level. Current research doesn't establish a clear relationship between factors such as age, gender or level of education, while it has been established that for example environmental involvement (EI) effects to customer perception of green marketing (Grimmer & Woolley, 2014) which in turn could have a relationship with, for example, education. The current research lacks information on the effect of consumer's sociological background on the response to green marketing and it would be highly beneficial for green marketers to understand this relationship.

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6 Appendices

6.1 Appendix 1

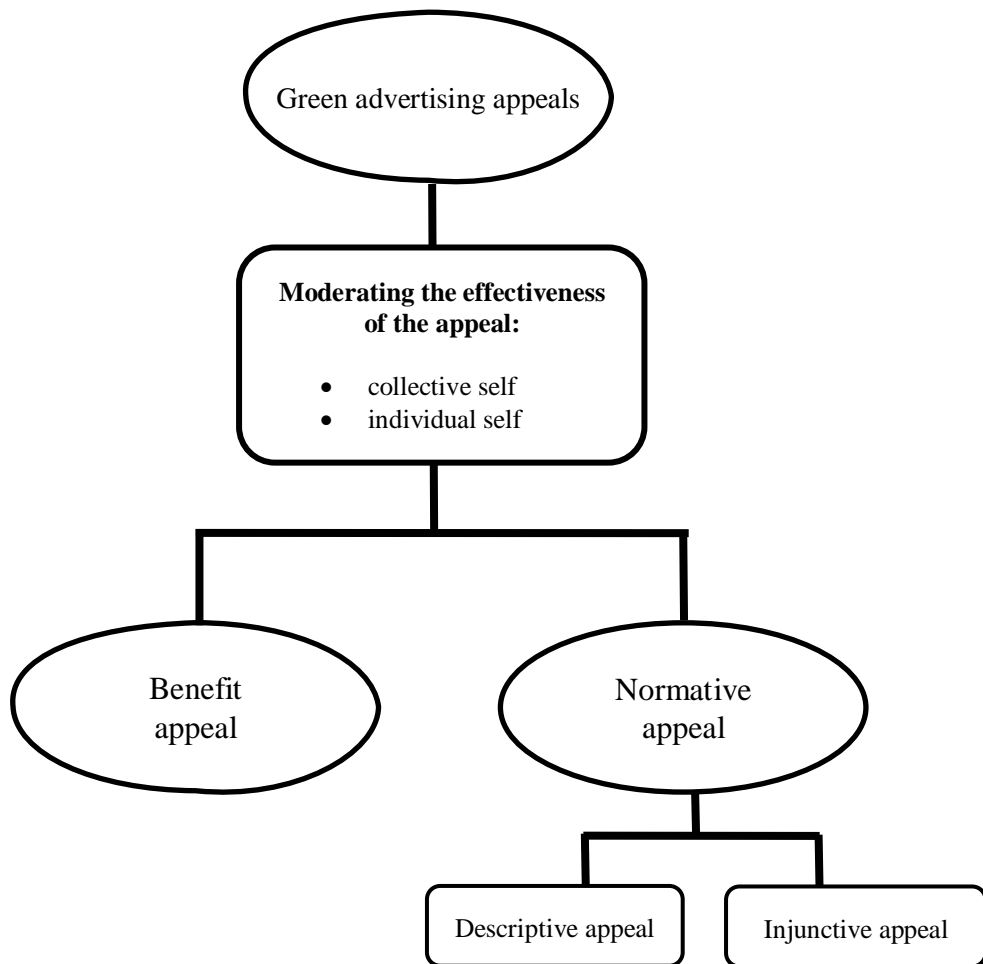
Table 1 The most relevant and reputable academic literature on green marketing, green advertising and green communications during 2009-2019

Topic	Author	Year	Title	Journal	Approach	Method
Green Marketing as a phenomenon	Leonidou, L., Leonidou, C., Paliawadana, D. and Hultman, M.	2011	Evaluating the green advertising practices of international firms: a trend analysis	International Marketing Review	A comprehensive assessment and trend analysis of green advertising practices of international firms over a 20-year period	A study on green advertisements during 1988-2007 with content-analyses on five major axes: advertiser profile, targeting features, message aspects, copy characteristics, and situation points
	Constantinos N. Leonidou, Leonidas C. Leonidou	2011	Research into environmental marketing/management: a bibliographic analysis	European Journal of Marketing	The characteristics of authors and manuscripts written on the subject; the methodological aspects of empirical studies and the thematic areas tackled, as well as the specific issues raised within each area	A literature analysis on publications (n=530) published during the period 1969-2008, content-analysing each article along six major dimensions such as manuscript characteristics and topical area
Green advertising appeals	White Catherine, Bonnie Simpson	2013	When do (and don't) normative appeals influence sustainable consumer behaviors?	Journal of Marketing	The authors examined how injunctive appeals, descriptive appeals and benefit appeals encourage consumers to engage in sustainable behaviour	Across one field study and three laboratory studies, the authors demonstrate that the effectiveness of the appeal type depends on whether the individual or collective level of the self is activated.
Abstract and concrete appeal	Defeng Yang, Yue Lu, Wenting Zhu, Chenting Su	2015	Going green: How different advertising appeals impact green consumption behavior	Journal of Business Research	Investigating how abstract appeal and concrete appeal can encourage consumers to engage in green consumption behavior	Three studies examining the impact of advertising appeals on green purchase intentions under different benefit associations, moderating roles of public self-

						awareness and identity salience on such an effect.
Green labelling	Elham Rahbar, Nabsiah Abdul Wahid	2011	Investigation of green marketing tools' effect on consumers' purchase behavior	Journal of Business Strategy	To examine if environmental advertisement, eco-label and eco-brand affect the consumer's actual purchasing behavior	A survey was conducted following a factor analysis, cronbach alpha and multiple regression to identify factors impacting purchase behavior
	Whitson, Debbora, H. Erkan Ozkaya, Juanita Roxas	2014	Changes in consumer segments and preferences to green labelling	International Journal of Consumer Studies	The paper examines whether respondents are influenced by the presence of seals or logos certifying environmentally friendly procedures	A study examined respondents' reaction to 16 different product characteristic combinations
Self-benefit and societal benefit	Green Todd & John Peloza	2014	Finding the Right Shade of Green: The Effect of Advertising Appeal Type on Environmentally Friendly Consumption	Journal of Advertising	A study examines the two forms of green advertising appeals: consumer benefit and societal benefit, focusing on the efficacy of each appeal	Three studies consisting of multiple samples, product categories, and consumption and decision-making contexts.

6.2 Appendix 2

Table 2 Green advertising appeals by White and Simpson (2013)



6.3 Appendix 3

Table 3 Summary of the academic literature findings on green marketing, green advertising and green communications in 2009-2019

Findings	Author(s)
Green labelling <ul style="list-style-type: none"> Eco-labelling and eco-branding work as a tool to allocate asymmetric information between consumers and sellers and to efficiently communicate product benefits, characteristics and the claim of product safety The authors are indecisive on the significance of the relationship between trust in eco-label or eco brand and positive purchase behaviour, similarly to past studies conducted on the subject earlier 	Rahbar and Wahid (2011) and Whitson et al. (2014)
The effects of abstract and concrete appeals <ul style="list-style-type: none"> The abstract appeal highlights the product features in a vague and subjective manner, using keywords, such as 'environmentally friendly' and 'clean'. The consumers may become sceptic towards this kind of appeal, which doesn't offer concrete facts to evaluate the product with, is addressed but not examined further The concrete appeal highlights the product features with rich information and tangible descriptions, using a more objective way to explain environmental factors and typically performing better than abstract appeal 	Yang et al. (2015)
The benefit association <ul style="list-style-type: none"> Social identity theorists see identity consisting of two levels: personal and social identity. Regarding green marketing, marketers' goal is to activate one of these levels of self and highlight either individual-level goals or societal level benefits Authors are not consistent with their opinions on which benefits are in line with environmentally friendly purchasing since past research points to both self-benefit and societal benefit being linked to purchasing environmentally friendly products 	White and Simpson (2013), Luchs et al. (2010) and Yang et al. (2015)
Construal level theory (CLT) <ul style="list-style-type: none"> The abstract appeal is more effective than concrete appeal in generating positive purchase behaviour when the attributes of the green product associate with the societal benefit The concrete appeal is more effective than abstract appeal in generating positive purchase behaviour when the attributes of the green product associate with the self-benefit 	Yang et al. (2015)
Level of self and normative appeals <ul style="list-style-type: none"> When the collective level of self is activated, both injunctive and descriptive norms (forming normative appeal) should positively influence purchase behaviour When the individual self is activated, self-benefit appeal evokes positive purchase behaviour, because when the individual level is primed people tend to focus on personal goals and standards 	White and Simpson (2013)
Identity salience <ul style="list-style-type: none"> The abstract appeal is more effective than concrete appeal to create purchase intentions in settings where the social identity is salient, and when the product attributes associate with the societal benefit versus self-benefit The concrete appeal is more effective than abstract appeal to create purchase intentions in settings where personal identity is salient, and when the product attributes associate with the benefit of self, versus societal benefit 	Yang et al. (2015)

<p>The role of assertive appeal</p> <ul style="list-style-type: none"> • When an issue is viewed important by the message receiver, a consumer is more affected by an assertive phrasing than non-assertive message • Based on psycholinguistic research, when the issue is not viewed important by the recipient, hearing assertive request does not cause positive purchase behaviour 	<p>Kronrod et al. (2012)</p>
<p>Public awareness</p> <ul style="list-style-type: none"> • The abstract appeal is more effective than concrete appeal in generating purchase intentions among consumers who have a high level of public self-awareness if the attributes of green products associate with the societal benefit • Abstract appeal and concrete appeal generate non-significantly different purchase intentions among consumers who have a high level of public self-awareness if the products associate with the self-benefit 	<p>Yang et al. (2015) and Green and Peloza (2014)</p>